

Station	WPGH-TV PITTSBURGH, PA	Agency	( ) SRCP MEDIA	Rep Firm	
Advertiser	( ) POLITICAL		201 NORTH UNION ST, SUITE 200	Sales Office	( ) WASHINGTON
Product	TOM SMITH FOR SENATE		ALEXANDRIA, VA 22314	Salesperson	( ) KATHRYN SARDINSKY
Estimate#	316	Agency C/P1/P2/E	11/15/316		
Buyer	Betsy Vonderheid	Flight Dates	10/09/2012 - 10/15/2012	Salesperson Phone#	202-955-5342
Phone#		Hiatus Weeks		Salesperson FAX#	
Fax#					

\*\*\*\*\* Contract Coversheet \*\*\*\*\*

V3 10/10 SEE LNS 2,3 FOR REVISIONS.  
REVISED TOTAL \$4050 - \$75 LESS ON THIS ORDER + \$250 FROM  
THE REMAINDER OF LUR REBATES ON 9834231 = \$325 LEFT TO MG  
PLS CF - WILL MG NEXT WEEK - THANKS

V5 10/11 SEE LNS 3 & 4 FOR ADDS - TOTAL ADD \$3200 REVISED TOTAL  
\$7250 - PLS CF -TAHNSK - KAT  
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V.9 10/16  
SEE LN 9- ADDED 1X THU 10/11 8-9P \$2500 X-FACTOR.  
THIS IS A MG SPOT FROM #9834231 LN 3  
PREVIOUS TTL:\$7250, NEW TTL:\$9750, ADDED \$2500  
PLS CF- CHRISTINA FOR KAT  
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V11 10/16 LN 3 REVISED TO LUR - \$\$ MOVED TO 9843053  
REVISED TOTAL CONFIRMED \$9650- THANKS - KAT  
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--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Dates	Time	Program	Len	Rate	Day	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	10/09-10/15	10P-1030P	NEWS	:30	\$750.00	TU-F,M	5	1	5	\$3,750.00
2	10/14-10/14	11P-1130P	BIG BANG	:30	\$175.00	SU	0	0	0	\$0.00
	Buyline Comment: MG FROM 10/2 LUR REBATES									
3	10/13-10/13	3P-7P	NCAA	:30	\$100.00	SA	2	1	2	\$200.00
	Buyline Comment: MG FROM 10/2 LUR REBATES									
7	10/14-10/14	1P-4P	NFL	:30	\$2,000.00	SU	1	1	1	\$2,000.00
8	10/12-10/15	6P-630P	BIG BANG	:30	\$600.00	F,M	2	1	2	\$1,200.00
9	10/11-10/11	8P-9P	X-FACTOR	:30	\$2,500.00	TH	1	1	1	\$2,500.00

---REPORT TOTALS---

Report Totals: 11 / \$9,650.00

---SALES MONTHLY TOTALS---

Oct 12: 11 / \$9,650.00  
Sales Totals: 11 / \$9,650.00  
Station Totals: 11 / \$9,650.00

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Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$137,857	CABL	0%	KDKA	0%	UNKN	93%	WPCW	0%	WPGH	7%
		WPMY	0%	WPXI	0%	WTAE	0%				

---COMPETITIVE COMMENTS---

WILL UPDATE

Books

Demos

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RA35+